

NEVADA CITY CHAMBER OF COMMERCE

Board of Directors Meeting
Monday May 16th, 2022
Meeting Time: 5:00 PM
Moved onto Zoom

Board members present: Gretchen, Teresa, Celine, Sheila, Matt, Melissa, Jenna

Staff and Guests: Sean Grayson, Stuart Baker, Lynn Skrukud,

Not present: Karen, Andrea, Libby

AGENDA

1. Called meeting to order at 5:04pm
Board Members present: Gretchen, Celine, Teresa, Sheila, Matt, Melissa, Jenna
Others present: Sean Grayson, Stuart, Lynn
2. Approved the minutes from the April 18th – Celine 1st, Teresa 2nd – Approved 5-0
3. City Manager's Report - Sean Grayson – (10 minutes)
 - a. Court House decision is close. Draft was presented last Tuesday, it's looking favorable to move the court house out of downtown (scored about 10% higher and \$75 million cheaper). There are some errors in the report that the city will call out. Board had a discuss with Sean about various scenarios and outcomes.
 - b. Outdoor dining has been extended until September while council works on creating an ordinance for moving forward. Met with all current permit holders. Tents are no longer allowed, Sushi in Raw will have there's down this week. Calla Lilly and Fred's have requested permit to go parking, but can accommodate with the current ordinance
 - c. Commercial Street Construction is on track
 - d. Art Walk – adding North Pine, due to decreased space with Commercial Street sidewalks
 - e. Bill Falconi Day on August 1st – Bills 50th Anniversary with the City. Would love for the chamber to be the party planner. Looking for ideas on getting restaurants involved, maybe walking the streets, telling stories.
 - f. Police Chief – hope to have a selection by the end of the week, once they get through the background check they will announce
4. Financial Reports – Stuart (5 minutes)
 - a. Gretchen requested seeing a comparative P&L for 2022 to 2019
 - b. Membership Report – overall membership is holding pretty steady
 - i. Fur Traders new owner has joined – excited for the new owner
 - ii. City Council candidate Ken has joined
 - iii. Tysa went out of business
 - iv. The place at South Pine will be opening soon
5. Executive Director Report – Stuart (10 minutes)
 - a. We're in recovery mode after experiencing office wide COVID, including volunteers
 - b. See the report for details
6. Social media reporting and metrics and Events – Lynn (10 minutes)

- a. Matrix – engagement and reach are up on both Instagram and Facebook. Over the month the “Happy Birthday NC” post went viral with over 225 shares.
 - b. Pride – flag raising on May 31st at 6:30pm, dance party on June 18th
 - c. Art Walks – start on June 3rd
 - d. Village Market Day – on June 12th
 - e. 4th of July – no fairgrounds event this year, we’ll have a small street fair in addition to the parade instead
 - f. Summer Nights – vendor applications are now open, seeing good sign-up so far
 - g. Flower Baskets – working on setting a date for the baskets, we have 35 confirmed so far
 - h. Fair – look for the fair sign-up in the coming weeks
7. Strategic Planning reschedule – Stuart (5 minutes)
 - a. What’s the best way to re-schedule?
 8. Awards event update – Stuart (5 minutes)
 9. TBID – Stuart brought up the idea of moving forward with the TBID and asked the board if we should move forward on our own or in partnership with Grass Valley. The board felt that we should move forward on our own for numerous reasons including addressing the specific offerings that Nevada City offers, having more targeted messages to the types of tourists that we attract, and because we would be more nimble.

Adjourned m 6:20